



IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Patent Application of:  
David W. Roth et al.

Application No.: 09/216,206

Confirmation No.: 1079

Filed: December 18, 1998

Group Art Unit: 3622

For: INTERNET ADVERTISING SYSTEM

Examiner: James W. Myhre

**AMENDMENT AND RESPONSE TO FINAL OFFICE ACTION MAILED  
OCTOBER 20, 2005**

Mail Stop RCE  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Dear Sir:

Applicant hereby submits this response to the final Office Action mailed on October 20, 2005. Reconsideration and allowance of the application is respectfully requested.

**Amendment to the Claims** begins on page 2

**Remarks** begin on page 24